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DESIGN SKILLS

Figma | Sketch | Adobe XD

Wireframes | Prototypes

Visual Design

Responsive Design

Typography

DEVELOPMENT SKILLS

HTML

CSS | Bootstrap

JavaScript | jQuery | React

node.js

Command line | Git | Github

KIRSTEN GORD

WEB DESIGNER & DEVELOPER

PERSONAL PROFILE

I am a designer and developer based in Sheffield, UK. I create better experiences for people. I am passionate about empowering others through design and technology. I enjoy working on products end to end, from design and ideation through to development.

EXPERIENCE

Web Designer/Developer

KG Design | Oct 2020 - present

- Custom web design/development
- CMS web design (WordPress, SquareSpace, Wix)
- Logo design
- Social Media Content creation

Domestic Engineer (AKA "Mum")

Aug 2012 - present

- Resilience
- Patience
- Multitasking and organizational skills
- Negotiation

EDUCATIONAL HISTORY

Google UX Design

Professional Certificate | (in progress)

The Complete 2021 Web Development Bootcamp

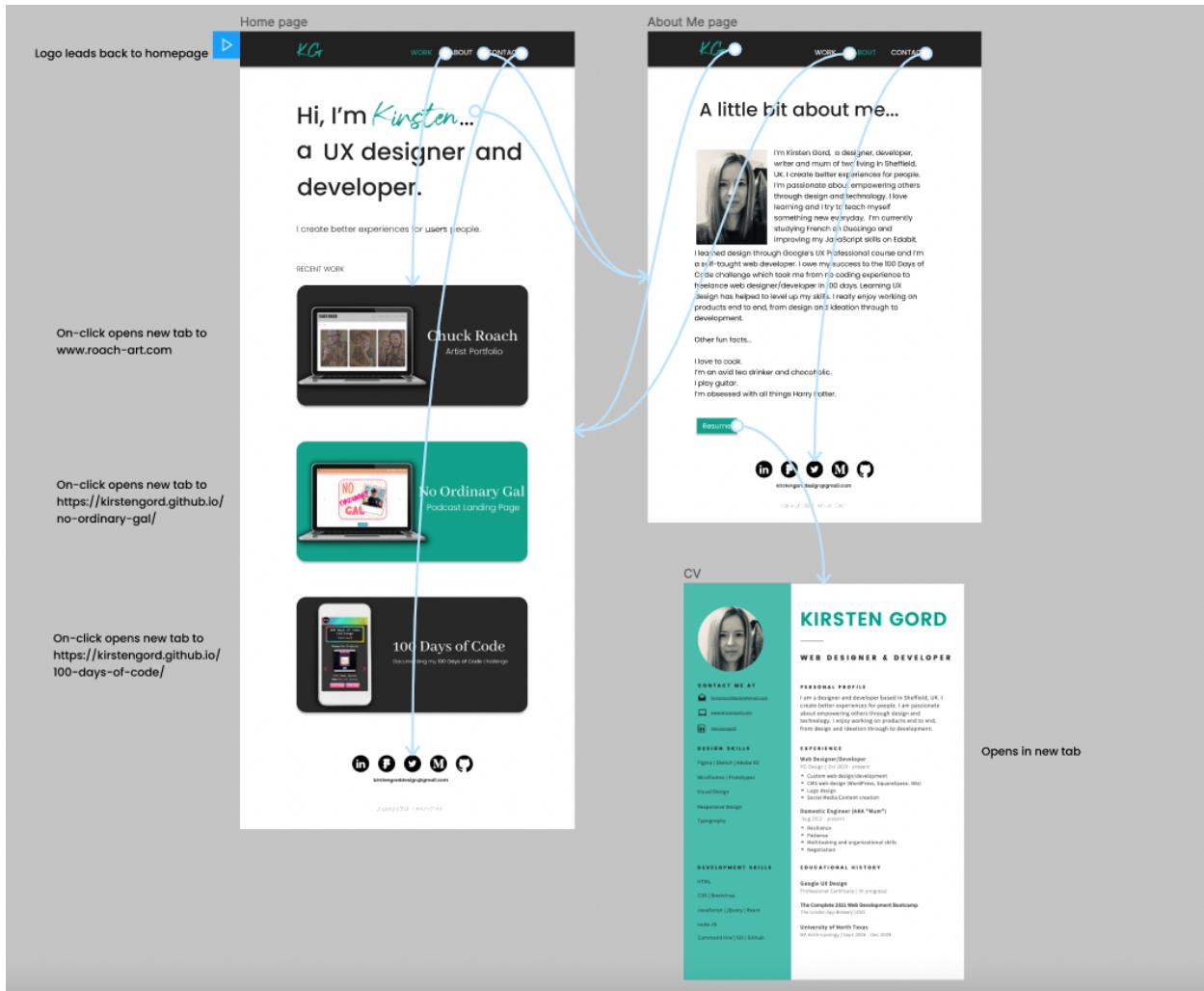
The London App Brewery | 2021

University of North Texas

BA Anthropology | Sept 2006 - Dec 2009

Portfolio Design and Prototype

This is my final design on Figma. The arrows represent the interaction design for the prototype. Click the link below to see the prototype in action.



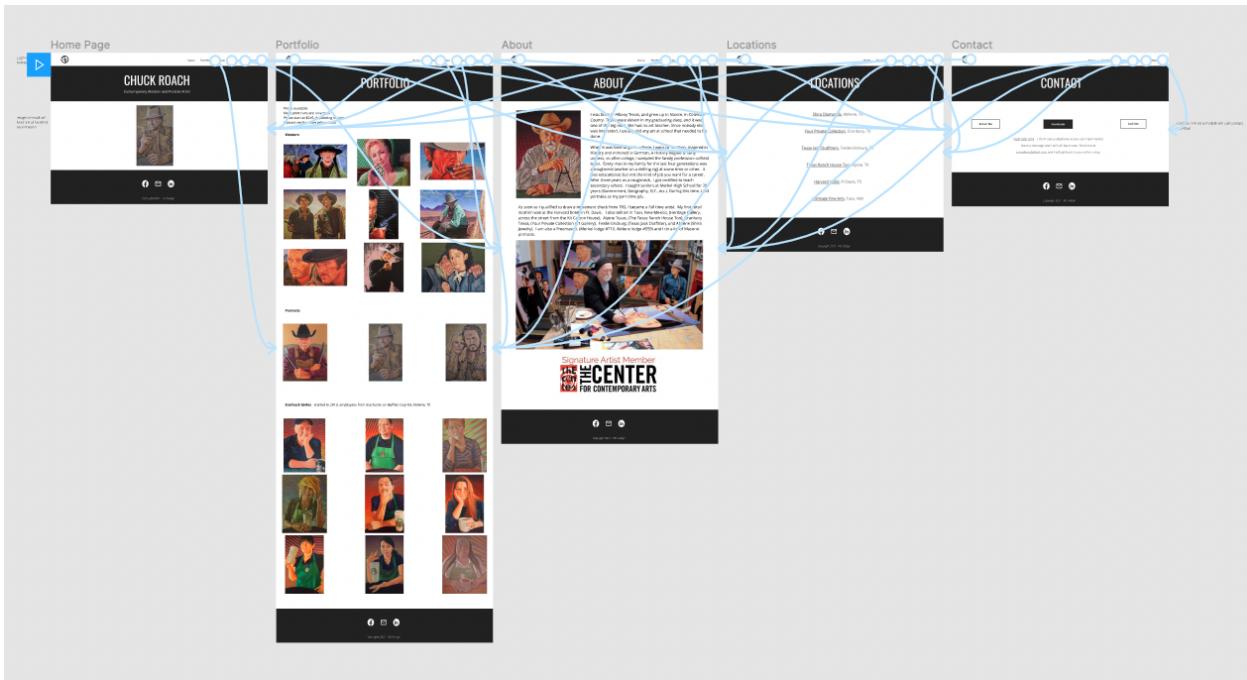
Link to Figma prototype

<https://www.figma.com/proto/3kgVVYB3McDQaCiVkJNxi/UX-Portfolio?page-id=8%3A18&node-id=8%3A87&viewport=421%2C207%2C0.41658392548561096&scaling=min-zoom>

Live site - www.kirstengord.com

Chuck Roach - Artist Portfolio Design and Prototype

This is my final design on Figma. The arrows represent the interaction design for the prototype. Click the link below to see the prototype in action.

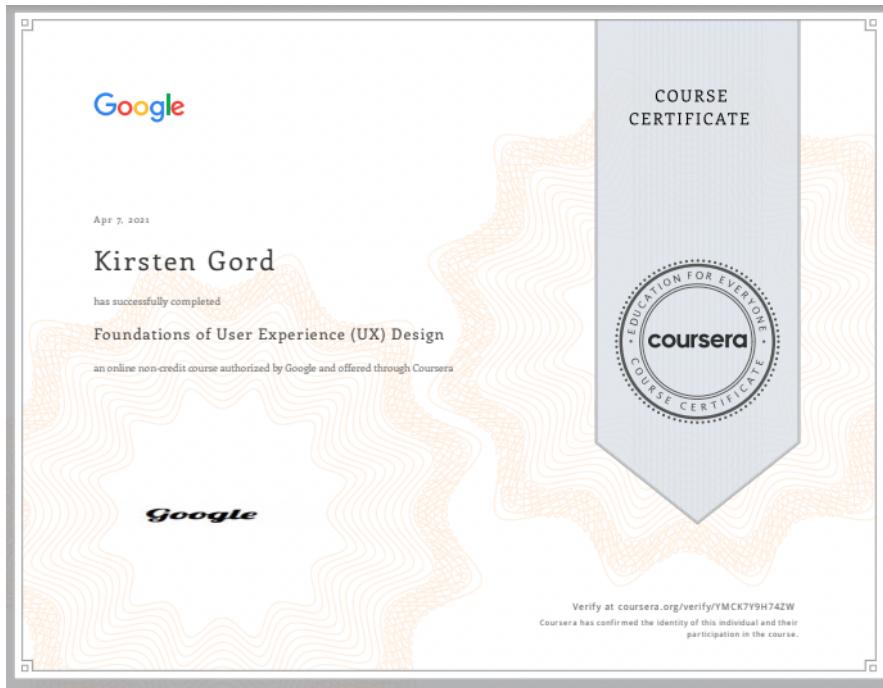


Link to Figma prototype

<https://www.figma.com/proto/F5suughjfYJ9qs3H216fjS/Chuck-Roach-Artist-Portfolio?page-id=0%3A1&node-id=1%3A2&viewport=196%2C178%2C0.1899999976158142&scaling=min-zoom>

Live site: www.roach-art.com

Currently completing the Google UX Design Professional Certificate



Project 1 for Google UX Course (in progress)

Create a menu preview and ordering app for a food truck in London

User Research

Personas



Georgina Wilson

Age: 19
Education: University Student, 1st year
Hometown: Huddersfield, Yorkshire
Family: Lives in dorm with 3 friends
Occupation: Art student, sells drawings and paintings on the side

"I'm always looking for new experiences to influence my art. I love spending time with my friends and trying new things."

Goals

- To experience as much as she can while she is at uni
- To grow her art business
- To enjoy time with friends

Frustrations

- "I hate waiting in a queue."
- "It's difficult to see the menu when I'm waiting."
- "When I'm with a big group, we all have to wait in the queue and it takes away from our time together."

Georgina is a talented painter and spends most of her time in the art studio. When she isn't busy painting she enjoys spending time with her friends. They all love to try out different street food vendors.



Amrit Chaterjee

Age: 42
Education: Masters, Computer Science
Hometown: New Delhi, India
Family: Wife and 3 children
Occupation: Senior DevOps Engineer

"The time I spend with family is so important."

Goals

- To spend more time with family
- To feel confident in his ability to do everyday things in a wheelchair
- To place a food order with minimal fuss

Frustrations

- "It is difficult to see the menu."
- "It is difficult for the food truck worker to hear my order because I am so far away from the window."
- "When we come as a family there are a lot of orders to keep up with."

Amrit works from home. He and his family live near a popular food truck location. They enjoy going to the food truck as a family and sometimes Amrit goes on his own for lunch. He enjoys the opportunity to get out of the house during a busy work day.

User Journey

Persona: Georgina

Goal: To review menu and create/submit order from mobile device while at a food truck

| Action | Get App | Review menu | Create order | Confirm Order | Action 5 |
|---------------------------|--|---|---|--|--|
| TASK LIST | Tasks A. Download app B. Create account C. Allow GPS while using app to show that you are at the food truck | Tasks A. Scroll through items B. Click on items to see more information | Tasks A. Choose items B. Add to order C. Initiate checkout | Tasks A. View app confirmation and check email for receipt B. Confirm order details are correct | Tasks A. Wait for confirmation that order is ready B. Pick up order from food truck C. Check that order is correct |
| FEELING ADJECTIVE | Excited to be able to see menu items before she orders Relieved to not have to stand in a queue | Unsure about what to order as there are so many options | Slightly annoyed because she was hoping to use cash. | Happy that she was able to complete her order without waiting in a queue and now has more time with her friends. | Irritated because she missed the notification that her food was ready. By the time she saw the notification her food was cold. |
| IMPROVEMENT OPPORTUNITIES | Offer a discount or rewards for setting up an account | Create a "Popular Items" section at the top of the menu | Give an option to submit order and pay cash at the truck.. | After first order give a discount code to share with a friend. | Send notification to device as well as call out order name from food truck speaker. |

PROBLEM STATEMENT

Georgina is a/an Art student at university

user name

user characteristics

who needs A way to order food without having to queue

user need

because She wants to spend more time with her friends and less time waiting in a queue.

insight

Design/Ideate

GOAL STATEMENT

Our app will let users view a visual menu, order and pay for their food
product (what) perform specific actions (what)

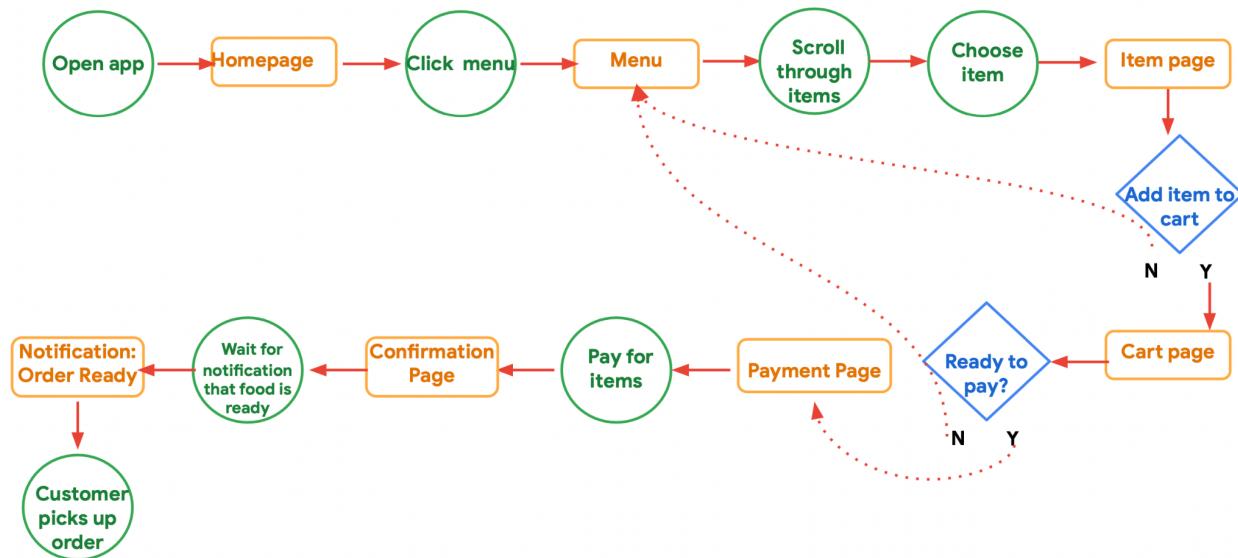
which will affect the user and the food truck owner
describe who the action will affect (who)

by decreasing queue length and encouraging more customers to order.
describe how the action will positively affect users (why)

We will measure effectiveness by the amount of new customers and downloads of the app.
describe how you will measure the impact

User Flow

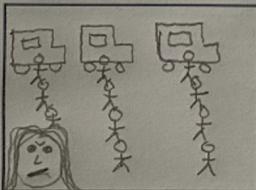
User task: Use the app to place order without having to queue.



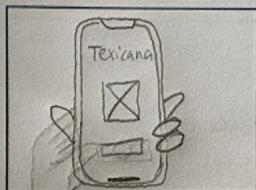
Story Boards

UX Design Storyboard

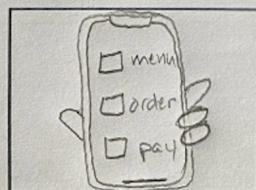
Scenario: An app to help users order food without having to queue - Big picture



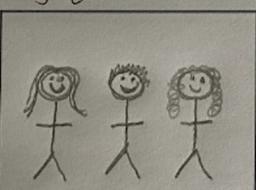
Georgina is frustrated that all the food trucks have long queues.



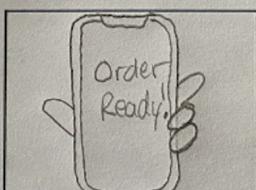
Georgina downloads the app for Texicana food truck.



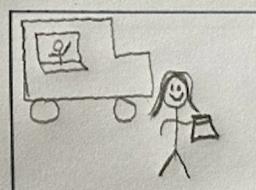
Georgina is able to view the menu, order, and pay through the app.



Georgina enjoys getting to spend more time with her friends.



Georgina receives a notification that her order is ready.



Georgina happily picks up her order from the food truck.

UX Design Storyboard

Scenario: An app to help users order food without having to queue - Close up

Georgina opens the app.

Georgina is welcomed and sees a list of options.

Georgina chooses to look at the menu.

Georgina chooses menu items and adds them to her cart.

Georgina pays for her order and receives a confirmation.

Georgina receives a notification when her order is ready.